

## Executive Summary

This visitor study profiles a systematic random sample of Eisenhower National Historic Site visitors during June 15 - July 2, 2017. A total of 455 questionnaires were distributed to visitor groups. Of those, 304 questionnaires were returned, resulting in a 66.8% completion rate.

<b>Group size and type</b>	Fifty-nine percent of visitor groups consisted of one to two people, 28% were visiting in groups of three to four and 13% were visiting in groups of five or more. Eighty-one percent of visitor groups consisted of family groups.
<b>State or country of residence</b>	United States visitors were from 44 states and comprised 98.9% of total visitation during the survey period, with 29% from Pennsylvania. International visitors came from three different countries and comprised 1.1% of total visitation during the survey period.
<b>Frequency of visits</b>	For 98% of visitors, this was their first visit to the park in the past 12 months. Two percent of visitors have now visited twice in the past 12 months.
<b>Age and gender</b>	Fifty-nine percent of visitors were 50 years old or older, 19% were between 31 and 50 years old, and 16% were 17 years old or younger. Forty-nine percent of visitors were male, 50% were female, and 1% selected the “no answer” option.
<b>Sources of information</b>	Eighty-three percent of visitor groups obtained information about the park prior to their visit. Some of the most common sources of information obtained prior to the visit were the Gettysburg National Military Park website (47%), the Eisenhower National Historic Site website (39%), maps/brochures (20%), friends/relatives/word of mouth (20%), and previous visits (17%). Ninety-five percent of visitors said they received the type of information about the park they needed.
<b>Travel plans and reasons for visiting the park</b>	Sixty-two percent of visitor groups indicated that visiting Eisenhower National Historic Site was one of several destinations during travel. Nine percent of visitor groups indicated the park was their primary destination.
<b>Transportation to the park</b>	Ninety-three percent of visitor groups traveled to the park in one vehicle. Seven percent of visitor groups traveled to the park in two or more vehicles.
<b>Awareness of tour reservation system</b>	Forty-one percent of visitor groups were aware of the tour reservation system at the site. Among those that were aware of the reservation system, 44% scheduled their tour prior to their visit. Of those visitors that scheduled a tour reservation, 47% used the Gettysburg Foundation website, 37% used the National Park Service website, and 16% called the phone number.

## **Executive summary (continued)**

### **Length of time in local community and overnight accommodations**

Seventy-eight percent of visitor groups spent more than one day in the local communities on this trip. Of those who spent more than one day, the average stay was four days, with a minimum of one and a maximum of 100 days. Of those who only visited on one day, the average length of stay was six hours. For those visitor groups that stayed overnight in the area, the most common accommodations used included hotel, motel, B&B, etc. (80%), camping (16%), and residence of friends or relatives (4%).

### **Shuttle bus**

Ninety-six percent of visitor groups used the Eisenhower Shuttle. Eighty-four percent would “definitely” use the shuttle again and 13% would “probably” use it again. The most important proposed items for improvement include more frequent shuttle bus service (18%), more parking (13%), better defined parking areas (10%), and “other” items included on site parking, reduce cost/senior discounts, better explanation of bus route, and signage.

### **Services**

Services that visitor groups indicated were important to them include indoor exhibits (89%), outdoor exhibits (81%), park brochure/map (79%), assistance from park rangers (75%), ranger-led programs (74%), park website used before or during the visit (62%), and visitor center movies/videos (58%). The services that visitor groups rated highest in quality included indoor exhibits (96%), assistance from park rangers (94%), ranger-led programs (94%), park newspaper (93%), and park brochure/map (92%).

### **Importance and effects of factors on visit**

The factor that would impact visitor groups’ visit the most are shuttle wait time (12%), parking shortages (12%), parking congestion (11%) and six visitor groups indicated an “other” reason not listed, which included cost for visiting a National Park, unable to transport stroller, and listening to the ranger talk in the hot sun.

### **Overall quality**

Ninety-six percent of visitor groups rated the overall quality of the facilities, services, and recreational opportunities provided as “Good” or “Very good.”